

Joe Laura (#1238)

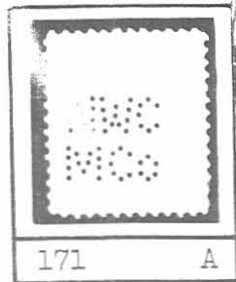


Figure 1 - Top Strip from Northwest Consolidated Milling Company Advertising Card

The illustrated 1908 advertising post card from The Northwestern Consolidated Milling Company of Minneapolis, Minnesota (back shown on page 55) provides us with the full company name. *The Catalog of United States Perfins* has abbreviated the

user's name as "NW Consolidated Milling Co." I suggest that the full corporate name should be included in the new catalog.

To that end, I have forwarded a photocopy of this cover to the John Randall, the US Catalog editor.



More than a million American families who once used other brands of flour now use CERESOTA because they like it better.

The people who use flour are its best judges. They know what suits them. They may try a new brand because their friends recommend it, but the flour must suit them or they will not continue its use. It must be better than they used before or they will not pay more for it.

Would the millions buy CERESOTA if cheaper flour was just as good?

MANUFACTURED BY
**The Northwestern Consolidated
Milling Co.**
MINNEAPOLIS, MINN.

Figure 2. Back of Advertising Card